



Cost top barrier to buying Canadian goods - Cost is an exceptional constraint for people under 35 years of age.

This survey gauged the opinions of Canadians on potential barriers, if any, that hold them back from buying Canadian goods for the holiday season.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,009 Canadians, 18 years of age or older, between November 29th and December 2nd, 2025, as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialing with a maximum of five call backs.

The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

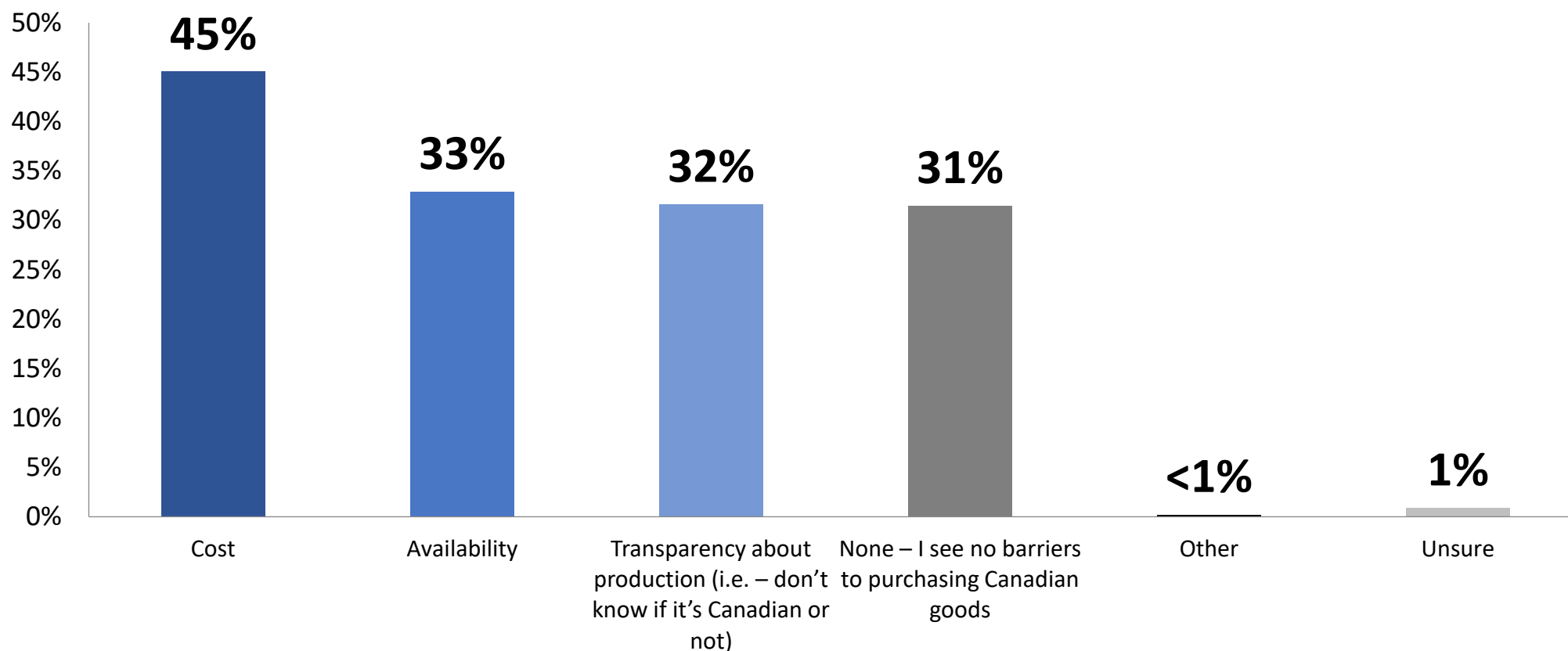
This study was commissioned by CTV News and the research was conducted by Nanos Research.

[Full data tables with weighted and unweighted number of interviews is here.](#)

Note: Charts may not add up to 100 due to rounding.

Potential barriers from buying Canadian goods for the holiday season

Q – Which of the following potential barriers, if any, hold you back from buying Canadian goods for the holiday season? (Select all that apply) [RANDOMIZE]



*Multifrequency tabs based on multiple responses.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 29th To December 2nd, 2025, n=1009, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Potential barriers from buying Canadian goods for the holiday season – By demographics

Q – Which of the following potential barriers, if any, hold you back from buying Canadian goods for the holiday season? (Select all that apply) [RANDOMIZE]

	2025-12 (n=1009)	Atlantic (n=106)	Quebec (n=208)	Ontario (n=343)	Prairies (n=205)	BC (n=147)	Men (n=584)	Women (n=425)	18-34 (n=186)	35-54 (n=346)	55 plus (n=477)
Cost	45.1%	47.8%	43.7%	46.8%	46.7%	39.4%	42.6%	47.5%	59.4%	52.6%	30.0%
Availability	32.9%	38.5%	21.7%	34.7%	34.5%	41.6%	35.3%	30.5%	38.7%	32.1%	29.8%
Transparency about production (i.e. – don't know if it's Canadian or not)	31.6%	37.5%	21.7%	35.0%	32.0%	35.1%	32.3%	30.9%	36.6%	31.0%	28.7%
None – I see no barriers to purchasing Canadian goods	31.5%	25.5%	40.6%	29.6%	30.5%	25.6%	32.5%	30.4%	19.7%	28.6%	41.3%
Other	0.2%	-	-	0.2%	0.4%	0.5%	0.3%	0.1%	-	0.2%	0.3%
Unsure	0.9%	-	1.6%	0.7%	1.2%	-	0.7%	1.0%	1.4%	0.5%	0.8%

*Multifrequency tabs based on multiple responses.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 29th to December 2nd, 2025, n=1009, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Element	Description	Element	Description
Research sponsor	CTV News	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Population and Final Sample Size	1009 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Nanos Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	11 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues and financial concerns.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Tabulations	By region, age and gender
Field Dates	November 29 th to December 2 nd , 2025.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/		



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EthicStratēgies

Ethic Strategies was created by the founding partners of [PAA Advisory](http://www.paaadvisory.com) and the [Nanos Research Corporation](http://www.nanos.co), both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. www.ethicstrategies.com

ABOUT NANOS

Any questions?



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